



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Atty. Docket

KRISTEN ONDECK

PHA 23,681

Serial No. 09/349,676

Group Art Unit: 2162

Filed: 07/08/99

Examiner: J. JANVIER

Title: AFTER-SALES CUSTOMIZATION SPECIFIED BY RETAILER ACTS AS INCENTIVE

Honorable Commissioner of Patents and Trademarks
Washington, D.C. 20231

RECEIVED

JUN 27 2001

AMENDMENT

Technology Center 2100

Sir:

Applicant herewith respectfully submits a response to the Office Action mailed 05/24/01.

Please amend the application as follows:

IN THE TITLE

Please change the title to: POST-SALE CUSTOMIZATION ACCORDING TO RETAILER'S SPECIFICATIONS.

IN THE SPECIFICATION

Please change the specification as follows

Please change the first paragraph (page 1, lines 4-7) as follows:

The invention relates to a machine system-implemented method of doing business to stimulate commerce, especially, but not exclusively, as related to sales of merchandise, such as a product of manufacture or a service.

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#5/A
AE
6-18-01



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

KRISTEN ONDECK

Atty. Docket

PHA23681

Filed: CONCURRENTLY

Title: AFTER-SALES CUSTOMIZATION SPECIFIED BY RETAILER ACTS AS INCENTIVE

Commissioner for Patents, Washington, D.C. 20231

RECEIVED

AUTHORIZATION PURSUANT TO 37 CFR 1.136(a)(3)
AND TO CHARGE DEPOSIT ACCOUNT

JUN 27 2001

Technology Center 2100

Sir:

The Commissioner is hereby requested and authorized to treat any concurrent or future reply in this application requiring a petition for extension of time for its timely submission, as incorporating a petition for extension of time for the appropriate length of time.

Please charge any additional fees which may now or in the future be required in this application, including extension of time fees, but excluding the issue fee unless explicitly requested to do so, and credit any overpayment, to Deposit Account No. 14-1270.

Respectfully submitted,

By

Peter Verdonk

Peter Verdonk
Limited Recognition Under 37 CFR 10.9(b)
(408) 617-4613